

Communication and Information Management in Medical Imaging, 3rd Edition

Learning Objectives

Section I: Strategic Planning

Chapter 1: Baseline Assessments

1. Conduct comprehensive baseline assessments.
2. Perform SWOT and TOWS analyses.
3. Evaluate operational, financial, and workforce capacity.
4. Analyze healthcare and imaging industry trends.
5. Apply balanced scorecard concepts.
6. Use population health data in strategic planning.
7. Assess technology infrastructure and interoperability.
8. Establish baseline metrics for future improvement efforts.

Chapter 2: Goals and Areas for Improvement

1. Develop aligned strategic goals.
2. Create SMART performance objectives.
3. Analyze workflows and bottlenecks.
4. Measure productivity and staffing effectiveness.
5. Incorporate stakeholder feedback into planning.
6. Link goals to organizational mission and values.
7. Evaluate compliance-driven improvement opportunities.
8. Develop measurable improvement plans.

Chapter 3: Quality Improvement

1. Differentiate QC, QA, QI, and quality management.
2. Apply PDSA and PROCESS improvement methodologies.
3. Conduct Root Cause Analyses.
4. Use performance indicators effectively.
5. Develop quality dashboards and scorecards.
6. Implement Lean and Six Sigma principles.
7. Use benchmarking and national registries.
8. Create sustainable quality improvement programs.

Chapter 4: Identifying Resources

1. Assess available organizational resources.
2. Develop financial forecasts and pro formas.
3. Evaluate funding alternatives.
4. Plan workforce requirements.
5. Assess technology acquisition options.
6. Evaluate outsourcing opportunities.
7. Develop technology lifecycle strategies.
8. Align resources with organizational goals.

Chapter 5: Assessing External and Internal Environments

1. Conduct environmental scans.
2. Assess competitive positioning.
3. Analyze demographic trends.
4. Evaluate external healthcare influences.
5. Identify opportunities and threats.
6. Assess internal strengths and weaknesses.
7. Incorporate environmental analysis into strategy.
8. Anticipate future market changes.

Chapter 6: Communicating Results

1. Communicate strategic outcomes effectively.
2. Present operational and quality data.
3. Develop leadership reports.
4. Use dashboards and scorecards appropriately.
5. Tailor communication to audiences.
6. Support decision-making through reporting.
7. Improve transparency and accountability.
8. Translate analytics into action.

Section II: Internal and External Communications

Chapter 7: Written Communications

1. Apply professional writing standards.
2. Develop effective healthcare documents.
3. Write policies and procedures.
4. Improve written communication clarity.
5. Use business correspondence effectively.
6. Maintain documentation integrity.
7. Support organizational communication goals.
8. Communicate professionally in electronic environments.

Chapter 8: Marketing Communications

1. Explain healthcare marketing principles.
2. Develop imaging marketing strategies.
3. Build referral relationships.
4. Support brand development.
5. Evaluate outreach initiatives.
6. Use digital marketing tools effectively.
7. Measure marketing outcomes.
8. Strengthen community awareness.

Chapter 9: Face-to-Face Communications

1. Demonstrate effective interpersonal communication.
2. Improve listening skills.
3. Facilitate productive meetings.
4. Manage workplace conflicts.
5. Communicate with physicians and patients.
6. Enhance presentation skills.
7. Build collaborative relationships.
8. Strengthen leadership communication.

Section III: Applying Technology

Chapter 10: Baseline Analysis

1. Conduct operational baseline analyses.
2. Map key departmental processes.
3. Establish performance baselines.
4. Evaluate resource utilization.
5. Identify workflow inefficiencies.
6. Benchmark operational performance.
7. Support process redesign initiatives.
8. Measure improvement opportunities.

Chapter 11: Digital Data

1. Explain healthcare data governance.
2. Protect PHI and ePHI.
3. Apply HIPAA requirements.
4. Implement cybersecurity practices.
5. Manage electronic health information.
6. Develop information security safeguards.
7. Support business continuity planning.
8. Maintain regulatory compliance.

Chapter 12: Image Management

1. Explain image management infrastructures.
2. Manage PACS and enterprise imaging workflows.
3. Apply DICOM standards.
4. Evaluate VNA strategies.
5. Support interoperability.
6. Optimize image storage and access.
7. Integrate AI and advanced technologies.
8. Maintain imaging data quality and security.

Chapter 13: Organization Files

1. Develop records management programs.
2. Apply retention and destruction requirements.
3. Manage organizational files effectively.
4. Ensure legal and regulatory compliance.
5. Support information retrieval.
6. Implement archiving strategies.
7. Protect organizational information assets.
8. Maintain documentation integrity.